

Where we live affects window dressing, reveals research

Where we live has a huge influence on our choice of window dressing, according to research published today.

A new report has revealed that homeowners living in the **North East, Scotland, Ireland** and **Wales** favour **Roller** blinds,

Midlanders and those in the **South East** opt **Vertical** blinds,

People living in the **North West** like the simplicity of **Venetian** blinds,

and the **South West** has a preference for **Pleated**.



for

The study was carried out by [Apollo Blinds](http://www.apollo-blinds.co.uk), one of the UK and Ireland's largest retailers of blinds, shutters and awnings.

Homeowners in the **South East** are adopting the trend for **shutters** faster than anywhere else in the UK and Ireland, with twice as many customers fitting shutters in their homes.

More **awnings and canopies** are also sold in the **South East** than the rest of the country – it must be the weather!

General Manager of Apollo Blinds Gary Chambers said: "We started to see some general trends and decided to delve deeper into different regions' buying decisions and style choice. We thought there would be more overlap with popular lines, but each region seemed to opt for a different type of product.

"We knew shutters were really taking off in the South East, but it was interesting to see that Roller Blinds were the most popular option in Scotland.

"Shutters, Verticals and Venetians offer more privacy over roller and roman blinds so maybe this says something about people living in these regions!"

He added: "The best selling blind in the whole of the UK is the Roller blind."

To find your nearest Apollo Blinds stockist visit www.apollo-blinds.co.uk or call 0800 915 3030.



COMMENTS FROM APOLLO BLINDS RETAILERS ACROSS THE UK (If you would like a comment from an Apollo store in your area, please let me know as this can be arranged)

MIDLANDERS LIKE THEIR PRIVACY: Jenny Eaton from Apollo Northampton said, "Northampton, like many Midlands-based towns, has quite a few terraced houses where the front room window looks out on to the street. Vertical blinds are the best equivalent to net curtains, which are now considered old fashioned, and offer privacy without blocking out too much light, which is why I think they're so popular."

SCOTS WANT SIMPLICITY: Amanda Hannan from Apollo Glasgow (Shawlands) said, "Roller blinds are simple and straightforward to use and offer an uncluttered look, which is why I think they're a big hit in Scottish homes. It's a no fuss option for window treatment with great functionality - they let the most amount of light and visibility into the home when up, but then offer complete privacy and cosiness when closed."

SHADY HOMEOWNERS IN NORTH WEST: Dave Brough at Apollo in Altrincham said, "We're a stylish lot in the North West, but on a practical level Venetians are versatile which suits all types of homes in the region, from affluent areas like Cheshire, apartment living in our big Cities like Manchester and Liverpool, and towns and villages with working class roots."

CONSERVATORY BOOM IN SOUTH WEST FUELS PLEATED SALES: Morris McNeill of Apollo Salisbury said, "With the great weather we have down here, conservatories are an extremely popular way to extend a home. We fit lots of pleated blinds in conservatory roofs to make them an all year round, living room option, where heat can be easily controlled."

HOMEOWNERS IN THE SOUTH EAST ENJOY THE GREAT OUTDOORS: Julie Holt of Apollo Chatham and Maidstone said, "It's pretty much down to the sunny weather we get compared to the rest of the UK and Ireland, and the large amount of time we spend enjoying alfresco living, why people in the south east invest in awnings and canopes. They also help to protect furniture from sunlight coming in through windows, so it could be that we like to look after what we've got."

Ends

